



Business Training Center Syllabus

Department of Economic Inclusion
805 Central Avenue
Suite 610
Cincinnati, Ohio 45202-1964
(513) 352-3144

Course Information

Introduction

The Department of Economic Inclusion training center classes are designed to help businesses of every size become more marketable so they can compete for contracts with the City as well as other companies.

The monthly classes will include topics ranging from how to do business with the City to finding out how to market what you do so that companies will want to do business with you. There will also be opportunities to network and gather great information from people who are willing to share what they know with you.

Registration

Classes are open to all companies registered with the City of Cincinnati as well as those who are certified with the City as an MBE, MWBE, WBE or SBE. To register for the classes please email Michelle Sierschula at michelle.sierschula@cincinnati-oh.gov or call Michelle at (513) 352-3144.

Class Structure

1. Business Training Center classes will run from September through December
2. Class sizes will vary depending on registration.
3. Classes will last approximately two (2) hours
4. All classes will be held at Centennial Plaza 2, 805 Central Ave., 2nd Floor, Room B
5. Pre-registration desired through email to michelle.sierschula@cincinnati-oh.gov or call (513) 352-3144
6. Tuition \$25.00 for the semester (paid at the door by check made payable to City of Cincinnati - Treasurer)
7. Laptops, tablets, smart phones, encouraged.

Classes



Instructors

How to do Business with the City of Cincinnati September 13, 2016

Annette Gordon, Division of Purchasing

Mark Menkhaus, Jr., Division of Purchasing

Michael Prus, Prus Construction

Nyemah Stark, Department of Community and
Economic Development

Amanda Gray, Metropolitan Sewer District of Greater
Cincinnati

You've taken time to get registered as a vendor with the City and to be certified as an MBE/MWBE/WBE or SBE. Now you want to make that certification matter. How can you make a successful bid on projects? How do you fill out the paperwork, meet some of the primes, and make some positive introductions? How do you find out about upcoming projects?

In this class you'll hear from the procurement department that puts out the bids, from a prime who actively participates in the inclusion program and get the inside track on how various departments work to get MBE/MWBE/WBE and SBEs at the table.



Certification and the New Inclusion Program October 11, 2016

Thomas Corey, Director, Department of Economic
Inclusion

Jennifer McKenzie, Deputy Director, Department of
Economic Inclusion

Edgar DeVeyra, Deputy Director, Department of
Economic Inclusion

January 1, 2016 the City of Cincinnati formally implemented the Minority and Women Business Enterprise Program. Since that time more than 170 companies in the Cincinnati/Hamilton County area have been certified as minority-owned and/or woman-owned businesses. What does this mean to small, medium and large business owners in the Cincinnati/Hamilton County area?

DEI Director, Thomas Corey, along with his deputy directors, will discuss the changes taking place with the City, the results thus far, and how the evolving program is sparking new life into minority-owned and women-owned businesses. The staff will address issues raised by primes and subs about how to meet inclusion goals on contracts and talk about plans to collaborate with other inclusion partners and neighborhood organizations.

Let's Meet with the Primes

November 15, 2016

3CDC

Messer Construction

Megen Construction

Oswald Construction



The Department of Economic Inclusion is always hearing from MBE and WBE owners about the need to meet with some prime companies. DEI has heard your concerns and is bringing in a few primes to talk with second and third tier companies about how to do business with some of the major players in the City.



On this one night, representatives from the companies listed will come in and talk about how to go about making introductions, making relationships work, how to market what you have to offer and make that relationship last. They will also be looking to you, as MBE and WBE to help them understand how to reach out to you.



MAKE IT PLAIN
CONSULTING

Making the Sale and Success Coaching

December 13, 2016

Tommie Lewis, Make it Plain Consulting

Anthony Barwick, African-American Chamber, Cincinnati



African American Chamber
Greater Cincinnati | Northern Kentucky

Would you like to spend more time working "on" rather than "in" your business? Are you frustrated with leaving voice mail, after voice mail, unsure anyone ever hears what you have to say? Is it time for you to develop an achievable, simple plan of action?

If you said yes to any of these questions, then this class is for you. Come find out how to market what you do so that primes and subs decide to buy from or use you on their next project. Find out how to focus on your money-making talents so you can take your business to the next level.